

**CALIFORNIA COASTAL COMMISSION**

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**FOR IMMEDIATE RELEASE**

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California Coastal Cleanup Day  
Presented by the California Coastal Commission and Whole Foods Market

Results with 70% of cleanup sites reporting

## California Cleans Up Nice at the 24<sup>TH</sup> Annual California Coastal Cleanup Day

(*San Francisco*) Tens of thousands of Californians scoured our beaches, shorelines, and inland locations to pick up trash and debris this morning, covering over 750 sites and gathering hundreds of tons of trash. These volunteers took part in the California Coastal Commission's 24<sup>TH</sup> Annual California Coastal Cleanup Day presented by Whole Foods Market, part of the International Coastal Cleanup organized by The Ocean Conservancy. Beach, inland waterway, and community cleanups took place up and down the California coast, from Mexico to the Oregon border, around San Francisco Bay, and at sites as far inland as Lake Tahoe and the Salton Sea.

With 70% of the cleanup sites reporting,  
the statewide count stands at 55,634 volunteers,  
which should approach the event goal of 60,000 volunteers.

Those volunteers picked up 635,574 pounds of trash  
and an additional 106,581 pounds of recyclable materials,  
for a total of 742,154 pounds.

The Coastal Commission expects to exceed 900,000 pounds of trash when all the totals are in.

Past Coastal Cleanup Day data tell us that most (between 60-80 percent) of the debris on our beaches and shorelines comes from inland sources, traveling through storm drains or creeks out to the beaches and ocean. Rain—or even something as simple as hosing down a sidewalk—can wash cigarette butts, bits of styrofoam, pesticides, and oil into the storm drains and out to the ocean. The California Coastal Commission is asking all Californians to take responsibility for making sure trash goes where it belongs—securely in a trashcan, recycling bin, or a hazardous waste dump when appropriate.

As occurs every year, some unusual items were found throughout California. The Winners of the *2008 Most Unusual Item contest* were:

- Coastal California: A volunteer in San Luis Obispo found a 52-pound bag of dog hair.
- Inland California: A volunteer in San Joaquin County found a family of crawdads living in a purse.

The Coastal Commission will award \$50 gift certificates to each volunteer who found the unusual items.

For the past five years, California Coastal Cleanup Day has shown steady growth in both volunteer and debris totals, and the initial results from 2008 look to continue this trend. "Our efforts this year were helped tremendously by our partnership with Whole Foods Market and their summer-long effort to help publicize the Cleanup," said Eben Schwartz, Coastal Cleanup Day Director for the California Coastal Commission. "Along with our sponsors, the Cleanup is really run by the hundreds of volunteers, non-profit groups, and local government agencies that make up the heart and soul of the effort. Our cooperation this year is unprecedented, and we're seeing the results in the statewide turnout."

**Results from last year:** In 2007, 61,112 volunteers picked up over 903,000 pounds of trash and recyclables statewide on Coastal Cleanup Day, the largest cleanup in the event's history. 40 percent of all debris items picked up were cigarette butts - volunteers picked up over 345,000 of them in only three hours last year. This was the 23<sup>RD</sup> straight year in which cigarette butts were the most numerous debris item picked up.

Those who were unable to make it to the beach for Coastal Cleanup Day can still participate in COASTWEEKS, a three-week celebration of our coastal resources that takes place across the United States. The Coastal Commission has a calendar of COASTWEEKS events on its website. Volunteers are encouraged to contact the California Coastal Commission for more information about COASTWEEKS. To get involved with COASTWEEKS, or to find out how you can become a Coastal Steward throughout the year, please contact the Commission at (800) COAST-4U or visit our Web site at [www.coast4u.org](http://www.coast4u.org).

*The statewide event is presented by the California Coastal Commission and Whole Foods Market® with major statewide support from long-standing partner, Oracle and new statewide partner Crystal Geyser. Regional participation from Whole Foods Market vendor team including Nature's Path, Organic Valley, Natracare, Barney's Butter, Pop Chips, and Aubrey Organics. Other sponsors include KPMG, See's Candies, Fairmont Hotels & Resorts, and Peet's Coffee and Tea.*

*Northern California media sponsors include partner Alice Radio and KPIX/CW Bay Area TV. Northern California media support also comes from the San Francisco Department of the Environment, Golden Gate National Parks Conservancy, Marin County Board of Supervisors, and the City of Santa Rosa.*

*Southern California media sponsors include KCAL-TV and KCBS-TV.*

*California Coastal Cleanup Day 2008 is supported by the California Coastal Commission, California State Parks Foundation, and the Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually.*

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